LEO BURNETT U.S.A.
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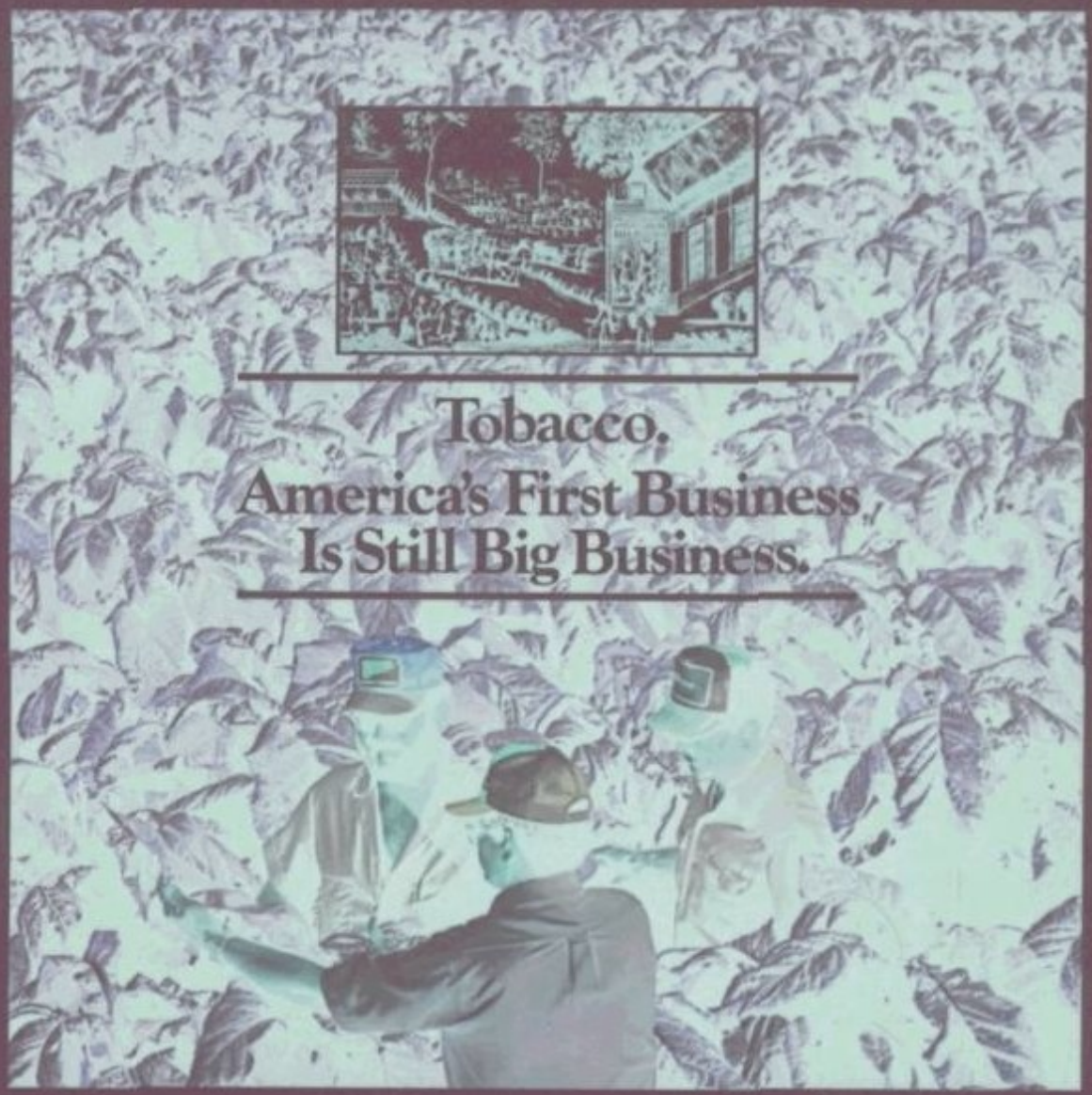

Tobacco, America's First Business, Is Still Big Business.

Tobacco, America's first cash crop, saved the Jamestown colony from extinction.

Today, tobacco is still important to America, contributing almost $40 billion annually to the economy. This year, it will contribute almost $2 billion to the U.S. balance of payments, and will pay well over $20 billion in federal and state taxes.

Philip Morris U.S.A. salutes the farmers who grow this crop that is so inseparable from American history. They provide the tobacco that makes it possible for us to manufacture cigarettes known for their quality the world over.

You've come a long way since Jamestown.

PHILIP MORRIS

MARLBORO, MERIT, PARLIAMENT LIGHTS, BENSON & HEDGES 100's, VIRGINIA SLIMS AND CAMBRIDGE.

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